

EC'd Yes Last Received: 10/15/2012 3:52 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency () GMMB	Rep Firm
Advertiser () OBAMA FOR AMERICA	3050 K ST NW	Sales Office () PHILADELPHIA
Product BARACK OBAMA	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate# 1904	Agency C/P1/P2/E 95/101/1904	
Buyer DAN NAGELBERG	Flight Dates 10/16/2012 - 10/22/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---

CLIENT: OBAMA FOR AMERICA SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 12,150
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$300.00	10/16-10/19	4	1	4	\$1,200.00	
	2	M	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	3	TU-F	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$250.00	10/16-10/19	4	1	4	\$1,000.00	
	4	M	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$250.00	10/22-10/22	1	1	1	\$250.00	
	5	TU-F	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$75.00	10/16-10/19	4	1	4	\$300.00	
	6	TU-F	12P-1P	Buyline Comment: NEWS AT NOON	:30	\$125.00	10/16-10/19	4	1	4	\$500.00	
	7	M	12P-1P	Buyline Comment: NEWS AT NOON	:30	\$125.00	10/22-10/22	1	1	1	\$125.00	
	8	TU-F	1P-2P	Buyline Comment: DAYS OF OUR LIVES	:30	\$300.00	10/16-10/19	4	1	4	\$1,200.00	

Rep Order# 6863987 Ver# 1 Status New
EC'd Yes

Traffic Order#

2 of 3

Printed: 10/15/2012 4:52 PM
Last Received: 10/15/2012 3:52 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1904
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1904
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	M	1P-2P	Buyline Comment: DAYS OF OUR LIVES	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	10	TU-F	2P-3P	Buyline Comment: THE DOCTORS	:30	\$75.00	10/16-10/19	4	1	4	\$300.00	
	11	M	2P-3P	Buyline Comment: THE DOCTORS	:30	\$75.00	10/22-10/22	1	1	1	\$75.00	
	12	TU-F	3P-4P	Buyline Comment: MAURY POVICH	:30	\$125.00	10/16-10/19	4	1	4	\$500.00	
	13	M	3P-4P	Buyline Comment: MAURY POVICH	:30	\$125.00	10/22-10/22	1	1	1	\$125.00	
	14	TU-F	4P-5P	Buyline Comment: ANDERSON COOPER	:30	\$175.00	10/16-10/19	4	1	4	\$700.00	
	15	M	4P-5P	Buyline Comment: ANDERSON COOPER	:30	\$175.00	10/22-10/22	1	1	1	\$175.00	
	16	SA	8A-10A	Buyline Comment: SATURDAY TODAY SHOW	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
	17	SU	7A-8A	Buyline Comment: SUNDAY AM NEWS	:30	\$400.00	10/21-10/21	1	1	1	\$400.00	
	18	M	10P-11P	Buyline Comment: REVOLUTION	:30	\$1,100.00	10/22-10/22	1	1	1	\$1,100.00	
	19	W	10P-11P	Buyline Comment: CHICAGO FIRE	:30	\$1,800.00	10/17-10/17	1	1	1	\$1,800.00	

Station WAVY-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1904
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1904
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	F	8P-9P	Buyline Comment: WHINEY/COMMUNITY	:30	\$900.00	10/19-10/19	1	1	1	\$900.00	
	21	SA	330P-7P		:30	\$200.00	10/20-10/20	2	1	2	\$400.00	
				Buyline Comment: NOTRE DAME FTBALL								

---REPORT TOTALS---
Report Totals: 46 / \$12,150.00

---SALES MONTHLY TOTALS---

Oct 12: 46 / \$12,150.00
Sales Totals: 46 / \$12,150.00
Station Totals: 46 / \$12,150.00
Lines not sent/rcld/rtrn: 0 / \$0.00

Market Totals	\$37,969	CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 14%
		WTVZ 7%	WVBT 23%	WVEC 21%		

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE